Claims

1. A DNA sequence comprising a promoter sequence, the DNA sequence comprising the sequence being known herein as SEQ. ID. No:1, or a portion thereof, or a sequence having at least 70% identity thereto, said sequence being capable of regulating the expression of a gene.
2. A DNA sequence according to Claim 1, wherein said DNA sequence is capable of regulating expression of a gene which encodes a limit dextrinase inhibitor protein.
3. A DNA sequence according to Claim 2, wherein said limit dextrinase inhibitor protein is from Hordeum vulgare.
4. A DNA sequence according to any one of Claims 1, wherein the DNA sequence regulates expression of a gene in the endosperm or aleurone tissues of developing seeds.
5. A DNA sequence according to Claim 4, wherein the DNA sequence regulates expression of the gene encoding a limit dextrinase inhibitor protein in the endosperm or aleurone tissues of developing seeds.
6. A DNA sequence according to Claim 5, wherein the DNA sequence regulates expression of the gene encoding the limit dextrinase inhibitor protein from Hordeum vulgare in the endosperm or aleurone tissues of developing seeds.
7. A DNA sequence according to any one of the preceding claims, wherein said DNA sequence is an isolated DNA sequence.
8. A DNA sequence according to any one of Claims 1-6, wherein said DNA sequence is a synthesised DNA sequence.
9. A recombinant DNA sequence, wherein said sequence comprises vector DNA and a DNA sequence being known herein as SEQ. ID. No.:1, or a portion thereof, or a sequence having at least 70% identity thereto, said sequence being capable of regulating the expression of a gene.
10. A recombinant DNA according to Claim 7, wherein said recombinant DNA further comprises the DNA coding sequence of a gene.
11. A method of regulating the expression of a gene, the method comprising introducing into a plant a DNA sequence operably associated with the coding sequence of a gene, wherein said DNA sequence comprises the sequence being known herein as SEQ. ID. No:1, or a portion thereof, or a sequence having at least

70% identity thereto, wherein said DNA sequence is capable of regulating the expression of a gene. .

12. A transgenic plant, the cells of which plant comprise a DNA sequence operably associated with a gene coding sequence, wherein said DNA sequence comprises the sequence being known herein as SEQ. ID. No:1, or a portion thereof, or a sequence having at least 70% identity thereto, said DNA sequence being capable of regulating the expression of a gene..

13. A method of modifying the metabolism within the cells of a transgenic plant the method comprising introducing into a plant a DNA sequence operably associated with the coding sequence of a gene, wherein said DNA sequence comprises the sequence being known herein as SEQ. ID. No:1, or a portion thereof, or a sequence having at least 70% identity thereto, said DNA sequence being capable of regulating the expression of a gene.

14. A method of producing a gene product within the cells of a transgenic plant the method comprising introducing into a plant a DNA sequence is operably associated with the coding sequence of a gene, wherein said DNA sequence comprises the sequence being known herein as SEQ. ID. No:1, or a portion thereof, or a sequence having at least 70% identity thereto, said DNA sequence being capable of regulating the expression of a gene.

15. An oligonucleotide probe which selectively hybridizes to a DNA sequence, the DNA sequence comprising the sequence being known herein as SEQ. ID. No:1, or a portion thereof, or a sequence having at least 70% identity thereto, said DNA sequence being capable of regulating the expression of a gene.

16. A DNA sequence comprising a promoter sequence, the DNA sequence being selected from the group consisting of

a) a DNA sequence, said sequence being known herein as SEQ. ID. No:1;

b) a DNA sequence comprising a portion of the sequence of the isolated DNA of a) and being capable of regulating the expression of a gene;

c) a DNA sequence which is at least 95%, 90%, 85%, 80%, 75% or 70% homologous to the DNA sequence of a) or b);

d) a DNA sequence which is at least 80% identical to the DNA sequence of a) or b) and which is capable of regulating the expression of a gene;

e) a DNA sequence comprising a portion of the sequences of the DNAs of any one of a)-d) and being capable of regulating the expression of a gene; and

f) a DNA sequence which is complementary to the DNA sequence of any one of a) – e).

17. A DNA sequence according to Claim 14, wherein said DNA sequence is complementary to the DNA sequences of a)-f).